



WILLIAM T FUJIOKA
Chief Executive Officer

County of Los Angeles CHIEF EXECUTIVE OFFICE

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LOS ANGELES, CALIFORNIA 90012
(213) 974-1101
<http://ceo.lacounty.gov>

July 8, 2008

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

**DEPARTMENT OF TREASURER AND TAX COLLECTOR:
RECOMMENDATION TO AWARD CONTRACT FOR
REAL PROPERTY AUCTIONEERING SERVICES TO KENNEDY WILSON, INC.
(ALL DISTRICTS) (3 VOTES)**

SUBJECT

The County Treasurer and Tax Collector (TTC) issued a Request For Proposal (RFP) to solicit proposals for Real Property Auctioneering Services. The California Probate Code requires the Public Administrator (PA) to take charge of and administer decedent estates for which no estate representative has been appointed. The TTC also serves as the PA and, under contract, also provides administrative services to the County Public Guardian as representative of certain conservatee estates. The PA has the fiduciary duty to take prompt possession or control of an estate that is subject to loss, injury, waste or misappropriation and to protect the interests of heirs and creditors in the estate. The proposal submitted by Kennedy Wilson, Inc. (KW) for these services was evaluated and rated according to their responsiveness to criteria included in the RFP. Based on TTC's evaluation, TTC is recommending approval and contract award to KW to provide continued real property auctioneering services.

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve and instruct the Chair to sign the attached contract with KW, to provide real property auctioneering services to TTC commencing August 19, 2008, or upon the date of Board approval, whichever is later, at a Commission Rate of 4% of the gross sales.

Board of Supervisors
GLORIA MOLINA
First District

YVONNE B. BURKE
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

2. Delegate authority to TTC to execute future amendments to extend the contract for a maximum of four (4) one-year renewals and six (6) month-to-month extensions at the option of TTC in accordance with the Term of the contract.
3. Delegate authority to TTC to execute future amendments to modify the terms of the Statement of Work that do not materially alter the contract, and/or to add and/or change certain terms and conditions in the contract as required by the Board of Supervisors or Chief Executive Officer, provided County Counsel approval is obtained prior to execution of such amendments.
4. Delegate authority to TTC to approve if necessary, any assignment and delegation of services performed by KW, in order to ensure continuation of the real property auctioneering service needs to meet TTC's fiduciary obligations to decedent estates under its administration, provided that County Counsel approval is obtained prior to such assignment.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The California Probate Code requires the PA of each county to take charge of and administer decedent estates for which no personal representative has been appointed. TTC serves as the PA for Los Angeles County and, under contract, also provides administrative services to the County Public Guardian as representative of certain conservatee estates. The California Probate Code authorizes the PA to sell personal property of decedent estates, when necessary for the best interest of the estates.

TTC currently contracts with KW to provide real property auctioneering services that will expire August 18, 2008. The new proposed contract with KW will ensure continuation of the real property auctioneering service needs of TTC. The recommended contract will commence August 19, 2008, or upon your Board's approval, whichever is later.

Implementation of Strategic Plan Goals

The approval of this contract is consistent with the County's Strategic Plan Goal of Organizational Effectiveness and Fiscal Responsibility. The recommended contract provides for ongoing real property auctioneering services.

FISCAL IMPACT/FINANCING

There is no net County cost, as the auctioneer will be paid a commission of up to a maximum of 4% of gross sales from each auction of estate assets.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Pursuant to Government Code Section 31000, the Board is authorized to contract for special services. The contract contains the County's required provisions, including the requirement for the contractor to notify and assist its employees with the Federal Earned Income Tax Credit application process, the consideration of qualified GAIN/GROW participants for employment openings, compliance with the Jury Duty Ordinance, Safely Surrendered Baby Law, and contractor notification to County when contract is within six (6) months from expiration of term.

The recommended contract with KW is for a term of one (1) year with four (4) one-year and six (6) month-to-month extensions, for a maximum term of five (5) years and six (6) months. The contractor is in compliance with all Board, Chief Executive Office and County Counsel requirements. KW will not be asked to perform services that exceed the contract Commission Rate, scope of work, or contract dates of the contract. The contract expressly provides that the County has no obligation to pay for expenditures by KW that exceed the maximum contract Commission Rate. Additionally, the contract contains performance standards, including liquidated damages for substandard and/or non-performance.

The attached contract with KW has been reviewed and approved as to form by County Counsel.

CONTRACTING PROCESS

TTC released the RFP for Real Property Auctioneering Services on March 19, 2008. The RFP's were released to one hundred and thirty-six (136) prospective proposers; thirty-seven (37) via U.S. mail and ninety-nine (99) via e-mail. The prospective proposers are listed in Attachment I, which consists of TTC's proposers list, vendors researched from the Internet, and the Los Angeles County online Website of vendors. A notice of the RFP was posted on the TTC Website and the Los Angeles County Bid Website (Attachment II). A Mandatory Proposer's Conference was held Wednesday, April 9, 2008, with six (6) firms attending. The proposal submission due date was Wednesday, April 23, 2008.

One (1) firm responded with a proposal by the due date, KW, and one (1) late proposal was received on April 24, 2008 at 12:00 p.m. from Martin Mayerfeld Auctioneers. As stated in the RFP, the late proposal was returned to the proposer.

The proposal submitted by KW met all of the minimum RFP requirements and was responsive to the RFP. The proposal was evaluated and rated according to their

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responsiveness to criteria included in the RFP. As required by TTC, the proposal submitted by KW provided a description of KW's qualifications, their proposed approach to provide services, and a quality control plan.

Minority, Women, Disadvantaged or Disabled Veteran Business Enterprise statistical information for KW is included in (Attachment III). KW is not a certified Small Business Enterprise/Community Based Enterprise. The recommendation of KW is made without regard to race, creed or color. There are no provisions for Cost of Living Adjustment in the attached contract. This is not a Proposition A contract; and therefore, is exempt from the Living Wage Program (County Code Chapter 2.201).

IMPACT ON CURRENT SERVICES

The current Contract for real property auctioneering services expires on August 18, 2008. The recommended Contract will enable the contractor to continue the provision of real property auctioneering services for TTC.

CONCLUSION

Instruct the Executive Officer of the Board to return two (2) signed originals of the contract and one (1) adopted Board letter to TTC.

Respectfully submitted,



WILLIAM T FUJIOKA
Chief Executive Officer

WTF:MJS

Attachments

c: County Counsel
Auditor-Controller
Treasurer and Tax Collector

Pacific Coast Realty & Auction
Edmond Bisson
3810 Pacific Coast Hwy.
Torrance, CA

Fairway Real Estate
Theora Granville
3659 Fairway Blvd.
Los Angeles, CA 90043

Homeowners Realty Inc.
Verdel Hubbard
4401 Crenshaw Blvd., Suite 215
Los Angeles, CA 90043

A-Auctioneer Broker Co.
Junius Johnson
124 N. Market Street
Inglewood, CA 90301

Major Properties
Brad Luster
1200 W. Olympic Blvd.
Los Angeles, CA 90015

Century Financial, Ltd.
Martin Mayerfeld
867 W. Glentana Street
Covina, CA 91722

Nationwide Auction Systems
David Nelson
13005 Temple Avenue
Industry, CA 91746

The Piatelli Co., Inc.
Mario Piatelli
9300 Wilshire Blvd., Suite 520
Beverly Hills, CA 90212

Flans and Weiner, Inc.
Larry Weiner
16200 Ventura Blvd., Suite 417
Encino, CA 91436

Kennedy-Wilson, Inc.
Rhett Winchell
9601 Wilshire Blvd., Suite 200
Beverly Hills, CA 90210

Coulter and Associates
Charles Coulter
471 W. Lambert Road, #113
Brea, CA 92821

Coulter and Associates
Becky Romero
451 W. Lambert Road, Suite 216
Brea, CA 92821

Orrill's Auctions

1910 W. Adams Blvd.
Los Angeles, CA 90018

A.N. Abell Auctioneers
Robert Abell
2613 Yates Avenue
Commerce, CA 90040

Pacific Credit
Bob Andrade
P.O. Box 488
Buena Park, CA 90621

Bendis Companies, Inc.
Jan Bendis
3410 La Sierra Ave., Suite F-123
Riverside, CA 92503

Sperry Van Ness, Inc.
Aaron Betancourt
18881 Von Karmann #800
Irvine, CA 92612

James Burks, Jr.
304 South Central Avenue
Compton, CA 90220

Allstate – Interstate Auctions
Alex Civca
9750 Telfair Ave.
Arleta, CA 91331

Farash Real Estate Consulting
Barbara Farash
8577 Rugby Dr., Suite 103
West Hollywood, CA 90069

Fields Auction and Commercial Real
Estate Services
Rich Fields
23552 Saint Elena
Mission Viejo, CA 92691

Real Estate Disposition Corporation
Robert Friedman
9 Goodyear
Irvine, CA 92618

Accelerated Marketing Group
Todd Good
2102 Business Center Drive
Irvine, CA 92612

Joran Grinker and Associates
Jordan Grinker
10590 Dunleer Drive
Los Angeles, CA 90064

American Standard Auctioneers
David Handelman
22647 Ventura Blvd., Suite 235
Woodland Hills, CA 91364

U.S. Enterprises
Walter Johnson
PO Box 1337
Rancho Cucamonga, CA 91701

Baldwin Hills Realty, Inc.
Frank Jones
2609 28th Street
Santa Monica, CA 90405

Ocean Star
Peter Lee
145 N. Atlantic Blvd., Suite 201
Monterey Park, CA 91765

John S. Manocchia Auctioneer &
Realtor
John Manocchia
1741 N. Rose Street
Burbank, CA 91505

Thomas Maxim & Associates
Thomas Maxim
4433 W. Sepulveda Blvd.
Tarzana, CA 90505

Eric Montgomery
246 Sepulveda
San Pedro, CA 90731

The Liquidation Company, Inc.
Brian Myers
19528 Ventura Blvd., #376
Tarzana, CA 91356

Leonard M. Rood Company
Leonard Rood
3832 Moundview
Studio City, CA 91604

Max Rouse & Sons, Auctioneers
Max Rouse
361 S. Robertson Blvd.
Beverly Hills, CA 90211

Robert Rouse & Associates
Robert Rouse
1117 S. Robertson Blvd.
Los Angeles, CA 90035

Schol Auction Service
Robert Schol
18012 Hiawatha #164
Northridge, CA 91326

Super Auctions
Robert Storment
PO Box 6922
Huntington Beach, CA 92615

Joe Tadlock Auctioneer
Joe Tadlock
13418 Leffingwell Road
Whittier, CA 90605

Auction-CA
Leo Tamir
4850 Louise Ave.
Encino, CA 91316

Remarketing Associates, Inc.
Jefferey Tanenbaum
28118 Agoura Road, #102
Agoura Hills, CA 91301

Great American Auctioneers
Jeffrey Tannenbaum
3847 Grand View Blvd.
Los Angeles, CA 90066

Walters and Associates
Michael Walters
14731 Franklin Ave., Suite J
Tustin, CA 92780

Rich Wasser, Auctioneers
Rich Wasser
5825 Seaside Walk
Long Beach, CA 90803

Global Investment Enterprises
Gregory Winslow
4311 Wilshire Blvd., Suite 312
Los Angeles, CA 90010

Sperry Van Ness, Inc.
Patti Zeis
18881 Von Karmann
Irvine, CA 92612

ATTACHMENT II

**FIRM/ORGANIZATION INFORMATION AS PROVIDED BY PROPOSER
REAL PROPERTY AUCTIONEERING SERVICES**

The following information was gathered for statistical purposes only. On final analysis and consideration of award, vendor was selected without regard to gender, race, creed or color.

FIRM INFORMATION	Kennedy Wilson	
CULTURAL/ETHNIC COMPOSITION	% of Ownership	No.
OWNERS/ PARTNERS:		
Black/African American	N/A	
Hispanic/Latino	N/A	
Asian or Pacific Islander	N/A	
American Indian	N/A	
Filipino	N/A	
All others	N/A	
Women (included above)		
MANAGERS:		
Black/African American	2	
Hispanic/Latino	8	
Asian or Pacific Islander	4	
American Indian		
Filipino		
All others	95	
Women (included above)		
STAFF:		
Black/African American	16	
Hispanic/Latino	63	
Asian or Pacific Islander	18	
American Indian		
Filipino		
All others	98	
Women (included above)		
TOTAL NUMBER OF EMPLOYEES	304	
BUSINESS STRUCTURE	Corporation	
Certified as Minority, Woman, Disadvantaged or Disabled Veteran Business Enterprise?	No	

DOING BUSINESS WITH US

County Home

Home

E-mail

FAQ


L.A. county
ONLINE
To Enrich Lives Through Effective and Caring Service

 Search for an
 Open Bid

 A B C D E F
 G H I J K L
 M N O P Q R
 S T U V W X
 Y Z All

Search By

 Bid Title

Sort By

 Bid Title

Bid Detail Information

Bid Number : TTC RFP 2008-01 RPA

Bid Title : REAL PROPERTY AUCTIONEERING SERVICES TTC RFP 2008-01

Bid Type : Service

Department : Treasurer and Tax Collector

Commodity : AUCTIONEERING SERVICES

Open Date : 3/19/2008

Closing Date : 4/23/2008 4:00 PM

Bid Amount : N/A

Bid Download : Available

Bid Description : POTENTIAL PROPOSERS ARE RESPONSIBLE FOR CHECKING THIS WEB
 SUBSEQUENT UPDATES

The County of Los Angeles Treasurer and Tax Collector (TTC) is requesting property auctioneering services.

The RFP can be downloaded from the internet by either accessing the County of Los Angeles website at: <http://camisvr.co.la.ca.us/lacobids> and selecting "View Open Bids" and then "List of Open Bids" website at: <http://ttc.lacounty.gov> by clicking on the "Contracting Opportunities" link. Please take care to download and review the entire RFP. The RFP contains the service content and format requirements, a description of the proposal selection process that meet the minimum requirements identified in the Minimum Mandatory Requirements. Potential Proposers, are invited to submit a proposal to provide the services described further in (Appendix B) of the RFP. Potential Proposers should carefully review the RFP and comply with all RFP requirements.

A Mandatory Proposers' Conference, to answer questions regarding the written RFP, will be held at 10:00 a.m., Pacific Time, on Wednesday, April 9, 2008, at the Hall of Administration, 500 West Temple Street, Room 140, Los Angeles, CA 90012. Any firm submitting a proposal without attending the conference or will be disqualified. To register to attend the Mandatory Proposer Conference, contact Mr. Victor Andrade, TTC Contracts Section, at (213) 893-0941 by April 7, 2008.

RFP responses must be prepared in accordance with Section 2.0, Proposal Submittal. Proposals are due no later than 4:00 p.m., Pacific Time, on Wednesday, April 9, 2008, delivered or mailed to: Treasurer and Tax Collector – Contracts Section, 500 West Temple Street, Los Angeles, CA 90012. Proposals received after the scheduled deadline will not be returned to the sender unopened.

Contact Name : Victor Andrade

Contact Phone# : (213) 974-7360

Contact Email : contracts@ttc.lacounty.gov
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